



Making the most out of our knowledge and communications

September 27, 2017



Why communicating knowledge matters for the FIP?

- CIF is a “learning laboratory” for scaled-up climate finance
- FIP Knowledge is a public good
- Sharing knowledge helps you have a voice. We have to tell our stories
- The value of knowledge diminishes if not properly communicated. Knowledge gives communications credibility



Twitter – What can you say in 140 characters

Tips

- **Understand the rules of the road** - On-the-record. Chatham House Rules, Las Vegas rules
- **Hashtags and handles** - Those of the conference (and potentially others.) Can be used before, during and after
- **Preparation is key** - Have a word document ready w/ your text, URLs and hashtags – then copy/paste.
- **Always have the audience in mind** - You're aiming for the top level insights, general narrative NOT intricate details

Tips

- **Quotes** - Direct quotes from speakers usually do well
- **Engage and selectively retweet other live-tweeters** – Apply judgement (Trump campaign are an example of what not to do!)
- **Include photos when possible!** – Drives engagement and creates sense of 'being there'



#ForestsMatter



PHOTO – A picture is worth a thousand words

PHOTO

03

It is as simple as 1,2,3, images



3 step checklist

- **Basics** (battery, storage & light)
- **Composition** (angles, details)
- Place **people** in their **context**



Pictures tell the story

Composition: rule of thirds



Examples





Video – if you get the footage we can make the film

You have everything you need to get the job done



Do not always rely on phone mic for interview, use external mic or headphones instead



Minimize background noise while interviewing subject



Ask subjects to identify themselves on camera (write down names)



Ministère de l'Environnement et Développement Durable

PROGRAMME D'INVESTISSEMENT POUR LA FORET «PIF»

PROJET DE GESTION AMÉLIORÉE DES PAYSAGES FORESTIERS «PGAPF»

**ATELIER DE LANCEMENT DU MÉCANISME DE GESTION DES PLAINTES ET
RECOURS (MGPR) DU PROJET DE GESTION AMÉLIORÉE DES PAYSAGES FORESTIERS
ET SON OPERATIONNALISATION POUR LA COMPOSANTE 1**

Août 2017



Lieu : Mushie, Kwamouth, Bolobo, Yumbi









Group work

In pairs can you interview each other and record

- Come up with your own question(s) e.g. What do productive forests have to do with climate change & green growth in your country? How sustainable forest management is boosting sustainability and people's livelihoods in your country?
- Upload the video on the event feed section of the app